

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

SUPPLEMENTAL STATEMENT

*Pursuant to Section 2 of the Foreign Agents
Registration Act of 1938, as Amended*

For Six Month Period Ending JAN 29 1979
(Insert date)

Name of Registrant Donald N. Martin Registration No. 1381
d/b/a Donald N. Martin and Company

Business Address of Registrant 488 Madison Avenue
New York, New York 10022

I - REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input type="checkbox"/>

2. Explain fully all changes, if any, indicated in Item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☐

If yes, furnish the following information:

Name	Position	Date Connection Ended
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4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? ☐ Yes ☐ No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☐

If yes, identify each such person and describe his services.

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6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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II - FOREIGN PRINCIPAL

8. Has your connection with any foreign principal ended during this 6 month reporting period?
Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of Termination

-
9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish following information:

Name and address of foreign principal

Date acquired

-
10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

European Travel Commission

Belgian National Tourist Office

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

For European Travel Commission:

Advertised in newspaper and trade publications.

Broadcast 3 60-second commercials during September and October in New York, Chicago, and Boston.

Organized European travel trade shows -- September and January -- bringing together producers of European travel Products with travel agents.

Organized a breakfast meeting for Europeans in tourism industry attending the ASTA Congress in Acapulco, Mexico, October 16.

Organized a luncheon meeting on October 17, for members of the press in Acapulco during ASTA Congress.

Organized a travel marketing conference held at the Plaza Hotel, New York City, on November 14, attended by industry and government tourism officials from Europe & U.S.

Organized cooperative research (with American Express, British Airways, Newsweek Magazine and United States Travel Service): "Current Consumer Attitudes Towards Changing Conditions in Trans-Atlantic Travel" and presented findings at November 14 marketing meetings.

(Continued -- See attached Item 11)

¹ The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?

Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals?

Yes ☐ No ☒

If yes, describe fully.

² The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

Yes ☐ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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See attached Item 14. (a)

Total

14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³ A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS - MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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(See attached Item 15. (a))

Total

15. (b) **DISBURSEMENTS - THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) **DISBURSEMENTS - POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes ☐ No ☒

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V - POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

⁵ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda?

Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

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19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

☐ Radio or TV broadcasts ☐ Magazine or newspaper ☐ Motion picture film ☐ Letters or cables

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements, been filed by all of the persons named in Items 5 and 7 of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) his (their) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Donald N. Martin
DONALD N. MARTIN

Subscribed and sworn to before me at

New York, New York

this

6th

day of

April

, 1979

NANCY V. HAENDER
NOTARY PUBLIC, State of New York
No. 24-4660381
Qualified in Kings County
Commission Expires March 30, 1981

Nancy V. Haender
(Signature of notary or other officer)

⁸ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause shown upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, Department of Justice, Washington, D.C. 20530.

Item 11. (continued)

For Belgian National Tourist Office:

Produced radio spot commercials for Belgian National Tourist Office, New York

Produced advertising for trade and consumer press

Produced Millennium brochure

RECEIVED
JAN 10 1971
U.S. DEPARTMENT OF
COMMERCE
BUREAU OF ECONOMIC
ANALYSIS
WASHINGTON, D.C.

14. (a) RECEIPTS - MONIES

European Travel Commission

<u>Date</u>	<u>From Whom</u>	<u>Purpose</u>	<u>Amount</u>
various	European Travel Commission	Secretarial services, office space, etc.	\$ 12,750.00
various	European Travel Commission	Public Relations	29,742.10
various	European Travel Commission	Industry Relations	6,684.42
various	European Travel Commission	Consumer Promotion	10,319.14
various	European Travel Commission	Trade Promotion	14,427.32
various	European Travel Commission	Radio Campaign	49,947.70
various	European Travel Commission	Trans-Atlantic Marketing Conference	19,284.01
various	European Travel Commission	"Lively Months" Supermarts	43,879.73
January 25	European Travel Commission	Early Year Supermarts	<u>17,091.56</u>
		Total	\$204,125.98

Belgian National Tourist Office

various	Belgian National Tourist Office	Advertising space	\$ 39,459.00
January 10	Belgian National Tourist Office	Advertising production	255.22
various	Belgian National tourist Office	Radio campaign	35,522.00
various	Belgian National Tourist Office	Public Relations	941.13
various	Belgian National Tourist Office	Sales Promotion	<u>14,216.13</u>
			\$ 90,393.48

Item 15. (a) DISBURSEMENTS - MONIES

EUROPEAN TRAVEL COMMISSION

<u>Date</u>	<u>To Whom</u>	<u>Purpose</u>	<u>Amount</u>
various	Ziff-Davis Publishing Company	Advertising space	\$ 4,823.06
various	Travel Trade	" "	2,627.56
various	Travel Agent	" "	1,907.07
10/18	Boston Globe	" "	3,600.65
10/23	Chicago Tribune	" "	4,597.74
various	Reuben H. Donnelley Corp.	" "	1,442.07
11/8	Travel Communications	" "	1,326.00
various	Stephen Associates, NY	Radio Time	44,914.16
10/10	The 57 Park Plaza, Boston	Trade promotion	1,180.00
various	News Events Photo Service, NY	Trade Promotion	773.03
various	Industry Exhibitors Service, CA.	Trade Promotion	12,030.00
10/26	Lenja Productions	Announcer - radio spots	798.34
11/27	Wilkinson, Cragun & Barker	Industry Relations	750.00
various	Regency Hotel	Trade Promotion	1,612.50
12/18	Western Union	Trade Promotion	438.80
various	Omeluk Studio, NY	Industry Relations	2,226.27
various	Omeluk Studio, NY	Trade Promotion	856.68
12/18	Images, Conn.	ETC Handbook	6,339.00
various	Western Temporary Services	Trade Promotion	1,075.98
1/9	Holiday Inn at the Embarcadero	Trade Promotion	975.00
1/23	Uniflex	Trade Promotion	1,151.26
various	Pick Congress Hotel, Chicago	Trade Promotion	1,831.53
10/10	Beverly Wilshire Hotel	Trade Promotion	206.91
12/28	Daniel Madden	Trade Promotion	1,200.00
various	Americana of New York	Trade Promotion	2,651.55

Item 15. (a) DISBURSEMENTS - MONIES

EUROPEAN TRAVEL COMMISSION (continued)

8/1	Todd Travel Promotions	Trade Promotion	283.97
12/28	Todd Travel Promotions	Advertising - coupon fulfillment	274.81
various	Crestline	Trade Promotion	1,210.82
various	City of Tampa	Trade Promotion	1,560.00
various	Charles Mark Reproductions	Public Relations	1,142.64
various	Charles Mark Reproductions	Trade Promotion	1,276.27
various	Charles Mark Reproductions	Industry Relations	761.40
various	ADMA	Trade Promotion	8,602.60
various	ADMA	Industry Relations	479.21
various	Ken McMullen Visions	Industry Relations	1,815.10
12/28	Ken McMullen Visions	Trade Promotion	703.54
			<hr/>
			\$119,445.52

Item 15. (a) DISBURSEMENTS - MONIES

BELGIAN NATIONAL TOURIST OFFICE

<u>Date</u>	<u>To Whom</u>	<u>Purpose</u>	<u>Amount</u>
various	Belgian American Chamber of Commerce	Advertising space	\$ 1,582.70
11/8	Travel Communications	" "	1,887.00
1/24	The Rotarian	" "	1,661.75
various	Ziff-Davis Publishing Company	" "	4,585.65
8/17	Probec 5, Canada	" "	861.09
various	D.J.I.M.S.	" "	2,566.32
9/15	Time Magazine	" "	344.37
9/28	Sunset Magazine	" "	1,032.09
various	New York Times	" "	3,516.02
10/5	Gourmet	" "	9,579.50
10/5	Travel Agent	" "	783.02
10/6	Maclean Hunter	" "	591.61
various	Southam Business Publishing	" "	619.05
10/6	Canadian Travel Press	" "	604.21
various	Stephen Associates	" "	31,982.08
12/21	Omeluk Studio	Advertising - Production	179.00
various	Omeluk Studio	Millennium brochure	10,687.00
9/15	Craftsman Color	Advertising Production	162.00
various	Ken McMullen Visions	Advertising Production	975.34
			<u>\$ 74,199.80</u>

UNITED STATES DEPARTMENT OF JUSTICE
REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D. C. 20530

APR 16 1979
CRIMINAL DIVISION

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form OBD-64 - Supplemental Statement):

Yes _____ or No XXX

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes XXX or No _____

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

Donald N. Martin

Signature

April 6, 1979
Date

DONALD N. MARTIN

Please type or print name of signatory on the line above

Owner

Title

From: Donald N. Martin and Company
488 Madison Avenue
New York, New York 10022
Phone -- (212) 688-8060

Special to: Travel Weekly

EUROPE IN THE FALL:

A VARIETY OF EVENTS

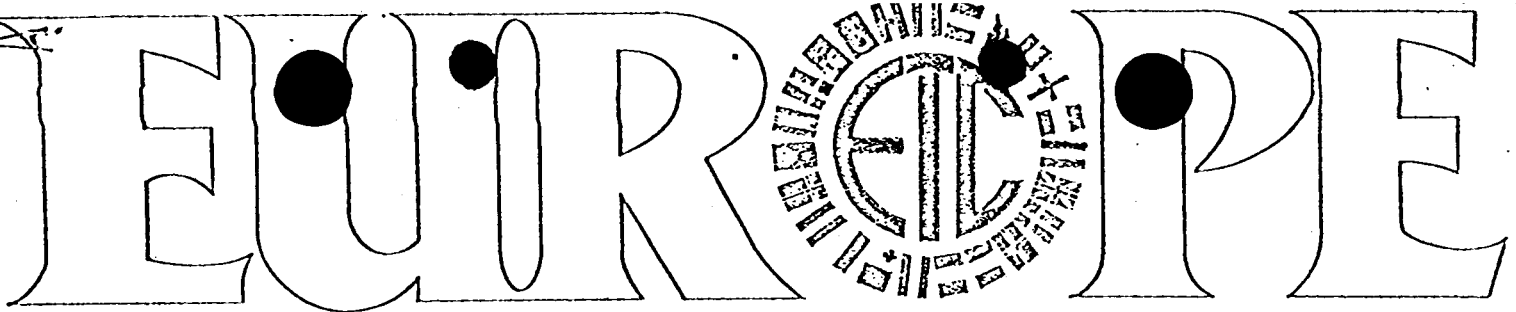
Autumn is the time to discover the European's Europe. This is "The Season" throughout Western Europe with the excitement of opening nights at the theatre, art galleries, opera and ballet...showings of the latest fashions and motor cars...spirited conversations in pubs and cafes, in student cellars and country inns, according to European Travel Commission's U.S. Chairman John Bertram.

The exciting attractions of Europe come in an unprecedented range of easy-to-sell, pre-packaged offers, and are being promoted to your clients as never before. A share of the "second season" profits is yours for the selling.

A wide variety of special events are scheduled through the fall.

Here is a sampling.

more ---



European Travel Commission • 488 Madison Avenue, New York, N.Y. 10022 • (212) 688-8060

From: Donald N. Martin and Company
488 Madison Avenue
New York, New York 10022
Phone -- (212) 688-8060

Special to: Travel Agent

EUROPE'S FALL AWAKENING

With the onset of Autumn, Europe is awakening from its traditional summer nap. Now is the time when the sleepy, sun-soaked cities and resorts of Western Europe are going back to business, rolling out their cultural carpets, and revving up for the "lively months" ahead. The Fall season is a period of energizing activity and renewal for the 23 countries of the European Travel Commission, virtually bursting with the excitement of gala opening nights at theater, opera and ballet, the commercial stimulation of trade shows and international exhibitions, the exhilaration of winter sports competitions, and the gaiety of rural folk festivals and harvest celebrations. In fact, many experienced travelers agree that it is especially now, during what the ETC has dubbed Europe's 'Second Season,' that visitors can truly become acquainted with the Europeans' Europe--a sophisticated life-style shaped by centuries of Autumn-based commerce, pageantry and sociability.

Increasing numbers of both first-time and seasoned American tourists are tending to agree. More than one million U.S. citizens traveled to Europe between September and December of 1977, according to ETC, a jump of 82,400 visitors over the previous year, and these numbers are steadily growing. Such figures indicate

EUROPEAN TRAVEL COMMISSION MEMBER COUNTRIES:
AUSTRIA • BELGIUM • CYPRUS • DENMARK • FINLAND • FRANCE • GERMANY • GREAT BRITAIN • GREECE • ICELAND • IRELAND • ITALY • LUXEMBOURG • MALTA
MONACO • NETHERLANDS • NORWAY • PORTUGAL • SPAIN • SWEDEN • SWITZERLAND • TURKEY • YUGOSLAVIA

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Europe's Fall Awakening

an increased sales potential for the travel agent, in reaffirming the enormous marketability of off-peak tours de Europe.

Perhaps it is a new confidence in their own travel judgment which is causing more Americans to appreciate off-season Europe. Certainly it is easy to comprehend the advantages of avoiding crowded periods and capitalizing on the reduced rates of trans-Atlantic fares, some hotel prices and commercial packages. But even more important, at this time of year the agent can offer his clients a wider choice of accommodations. Even the fashionable, popular (and correspondingly bulging) restaurants and clubs are at their best at a time when tourist crowds are replaced by individual visitors who find themselves receiving more relaxed hospitality and more attentive service. The end of long lines and high temperatures signals a more leisurely sightseeing experience during the cooler Autumn months, as well.

And for those clients who favor "getting under the skin" of their travel destinations, Europe has never been better. Home from their own vacation wanderings, Europe's affable citizenry is just now getting back to business as usual. Less blasé about visitors' appearances in public areas, they are far more likely to confer friendship and a sense of communal welcome.

The collective attributes of off-season Europe are matched by the bold contrasts of the individual countries. From border to border, around every corner, are distinctions in character and heritage, tradition and charm. The remains of ancient civilizations are seen in astonishing juxtaposition with thriving contemporary industry. In terms of geographical layout, the frigid fjords of Norway's northern outposts are worlds apart from the voluptuous islands of Rhodes and Crete. On the same day that skiers are schussing down the Alps, sun worshippers are lining the fringes of the Aegean and Mediterranean. Even the proffered extremes of physical

more --

comfort range from the extravagant luxuries of Paris' best hotels to the down-to-earth charms of lovely village inns.

Amidst this hodge-podge of variety, this dazzling array of personal preference, are the myriad seasonal events that keep travelers on their toes.

Europe has traditionally nourished its performing arts. Reflecting this reverence for music, theater and dance is a wealth of cultural events both in and surrounding the principal cities. Source of some of the world's greatest music, art and literature, Britain is sparkling with aesthetic opportunities. The prestigious Shakespeare Festival continues (through December) in the bard's hometown, Stratford-upon-Avon. Events at the Swansea Festival in West Glamorgan, Wales (Oct. 2-21), touch all aspects of the lively arts. The Queen's University Festival of the Arts in Belfast, Northern Ireland (Nov. 9-25), ranks among the most important arts festivals in the United Kingdom, and includes a wide-ranging program of classical and popular performances in all mediums.

Ireland's Dublin Theater Festival features plays by native authors in a series of world premieres (Oct. 2-14), while the Wexford Festival Opera is renowned for its presentations of rare operatic masterpieces at the 19th-century Theater Royal (Oct. 18-29). Belgium's annual Festival of Flanders (till Oct. 13) is seen in Bruges and other Flemish cities (this year's theme: Panorama of the Latin World). Spain's International Music Festival in Barcelona (early Oct.) features a series of symphonic concerts, films, conferences and exhibitions. Switzerland's 33rd Montreux-Vevey Music Festival will continue till Oct. 7, while the Sound and Light performances at Athens' Acropolis extend through the month. Early October marks the opening of the concert and theater seasons in Iceland (Reykjavik's National and Idno theaters) and Yugoslavia (Belgrade, Zagreb, Ljubljana). But perhaps nowhere is the spectacle of live entertainment more glittering or glamorous

than at the first December performance marking the opening night of Italy's incomparable La Scala Opera House.

Folk festivals have been synonymous with Autumn since the first harvest was reaped. In fact, these local events are staged with an astonishing fidelity to historical detail, often in ancient garb or uniforms. With roots firmly traceable to archaic country superstitions, religious feasts and historic anniversaries--some of local significance, others of a general nature--these festivals are still exercised annually as an occasion for feasting and entertainment. Tourists who initially join the celebration as spectators invariably are drawn into them as participants.

Those who head for Portugal will find the Special Ceremonies at the Shrine of Fatima (Oct. 12-13), where pilgrims from all over the world flock to the site where shepherd children had their final vision of the Virgin Mary. A candlelit procession highlights this extraordinary event. Horse fanciers from all ends of the earth flock to the Fair of St. Martin in Golega (Nov. 10-13), where sales, races and breed displays are paired with tributes to St. Martin--a patron whose name is associated with joyful celebrations.

On the other side of the Iberian Peninsula, Spain offers the Festivals of the Pilar in Zaragoza (Oct. 7-15), in which women dressed in regional costume bring floral offerings to Our Lady of the Pilar. Folklore parades of floats, dance competitions, singing, fireworks and bullfights complete the fun. Later in the month (Oct. 29), Toledo hosts the Festivities of the Rosa del Azafrán (Stigma of Saffron Rose), filled with folk dancing and entertainment.

The V International Circus Festival of Monte Carlo in Monaco (during Dec.) draws circuses from all over the world in a spectacular competition, while the ritual performances of the Mevlevis, or Whirling Dervishes, of Turkey (Dec. 14-17) create a spectacle of another kind. Special exhibits of Seljuk art dating back to the 11th century are also on display here. Torch parades characterize Belgium's

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Europe's Fall Awakening

Feast of St. Martin (Nov. 12); yodeling concerts enliven Autumn in Switzerland (Oct. 17 at Langenthal; Oct. 21 at Solothurn); and rows of posies bedeck The Netherlands from Aalsmeer to Amsterdam during the Floral Parade (Oct. 2), Holland's famed equivalent of Pasadena's Tournament of Roses.

Civic affairs are acknowledged in various ways: It is National Republic Day in Malta, celebrated with receptions on Dec. 13; Guy Fawkes Day in England (Nov. 5) is a tongue-in-cheek commemoration of the conspirator who tried to blow up Parliament in 1605; the Norwegian Storting (Parliament) convenes on Oct. 3, followed by ceremonial openings, military processions and royal participation; the Nobel festivities culminate with the Nobel Prize Ceremony (Dec. 10) in Stockholm, Sweden, with the presentation of awards in literature, chemistry, physics, physiology and medicine; and a "Nuts Fair" in Bastogne, Belgium, on Dec. 9-10 celebrates General McAuliffe's historic reply to a request for the surrender of the Allied forces during World War II.

Long associated with the folk festival is a celebration of the gift of the grape--the time when this exalted fruit is harvested and prepared for bottling. The well-known annual Limassol Wine Festival in Cyprus is held the second fortnight in September, and joyously toasts the grape with folk dancing, singing and free wine for all who attend. Yugoslavia boasts the Sarajevo International Fair of Plum Brandy, Alcoholic and Non-Alcoholic Beverages, Wines, Beer and Quinine Water (Oct. 9-14), a festival that covers all liquid bases. French grape harvest festivals are found in Paris' Old Montmartre (early Oct.), Molsheim (Oct. 7-8), Montpellier (Oct.), Beziers (mid-Oct.), Dijon (the International Food and Wines Fair, Oct. 28-Nov. 12), and Burgundy (Three Days of Glory Festival, Nov. 18-20). Switzerland hosts wine festivals in Spiez and Lutry (Oct. 8). Luxembourg presents its Moselle festivals (through Oct.), and Germany offers the Cannstatt Folk and Beer Festival in Stuttgart (through Oct. 8) and the Festival of New Wine in Winnigen/Moselle (Nov. 11-13).

6-6-6-6

Europe's Fall Awakening

Locally produced comestibles are the main attraction at bountiful food fairs such as the Chestnut Festival in Crete (Oct. 15) and the Garlic Fair in Le Nouvion-en-Thierache (through the end of Oct.). There is a Cheese Festival in Montbrison, Loire, with song performances and folk dancing (Oct. 1), and in Switzerland, a Chestnut Festival in Locarno/Brissago, where a ton of roasted nuts plus wine are given to celebrants (Oct. 8, 15).

Food for thought is the prime ingredient of Europe's many Fall trade fairs, where the captains of international industry meet to exchange ideas and survey commercial progress. Antiques are for sale and on display in The Netherlands' Old Art and Antiques Trade Fair, Prinsenhof Castle Museum, Delft (Oct. 19-Nov. 8), and the 10th Biennial International Antique Show and Fair of Florence, Italy (through Oct. 16). The haute couture gliding down European runways this Fall will undoubtedly turn up in American shops later this season: France uncovers Riviera Summer Fashions in Nice and Cannes (Oct. 6-11); Yugoslavia displays the XIX International Festival of Clothing, Belgrade (Oct. 1-8); Germany hosts Berlin's Interchic Fashion Fair (Oct. 8-12) and Munich's Fashion Week (Oct. 1-5); and Italy's Pitti Palace, Florence, is the scene for October fashion showings.

Book buyers and sellers abound in Britain's London Book Fair (Oct. 10-11), Belgium's Antwerp Book Fair (Nov. 1-12) and Germany's Frankfurt Book Fair (Oct. 18-23). Floral displays are splendid in Denmark's Copenhagen Flower Show (Oct. 13-22) and The Netherlands' National Flower Trade Show and Flower Auction in Aalsmeer (early Nov.). Other noteworthy trade fairs include France's Salon International de l'Alimentation, an international food products exhibition (during Nov.) and famed Salon de l'Automobile Show (early Oct.), both in Paris; Finland's International Trade Fair of consumer goods, Helsinki (Nov. 3-12); Switzerland's SNOW 78 sports, winter and recreation show, Basel (Oct. 28-Nov. 12); and Yugoslavia's International "Ski Expo" of winter sports and tourism, Ljubljana (Nov. 15-19). There are a host of others.

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A vast array of Fall events serve to illustrate the Europeans' appreciation of vigorous competition. Britain is off to a gallop with Wembley, London's Horse of the Year Show (Oct. 2-7), the climax of the year's show jumping championships. Ireland does its own horse trading at the Great October Fair Week in Ballinasloe, Co. Galway (Oct. 1-8).

Norway is officially opening its winter sports season (Dec. 20), as the rest of Europe gears up for winter-related activities such as the Women's World Cup for Skiing at Courmayeur, Italy (Dec. 11-12), and Luxembourg's Campers' Winter Rally (Dec. 23-Jan. 1).

For those who know how to time it right, nothing can be quite as memorable as the solemn splendor and robust festivities surrounding Christmas and New Year's in Europe. The visitor to Sweden, for example, will commemorate the Santa Lucia Festival (Dec. 13) in a unique ceremony ushering in the festive season: A "Queen of Lights," dressed in white and wearing a crown of candles, is accompanied by a colorful entourage of singing attendants. The Skansen Christmas Fair, held a little earlier in Stockholm (late Nov.-early Dec.), sells traditional handicrafts, decorations, homemade candles, bread and sausages. Yuletide illumination is the signature of The Netherlands' Gouda by Candlelight celebration (mid-Dec.), in which the candlelit Town Hall and market square, performing church choirs, carillon concerts and the lighting of a huge Christmas tree are all traditional events. "Silent Night, Holy Night" celebrations in Oberndorf, Arnsdorf, Hallein, Wagrain and Salzburg (Dec. 24) commemorate the creation of that famed carol in Austria in 1818. Another memorable experience is the Christkindlsmarkt, when Nuremberg's square is filled with booths selling Christmas tree decorations, toys and traditional gingerbread (Nov. 26-Dec. 24). Austria is filled with the sounds of music on New Year's Eve (Dec. 31), with special concerts held in Vienna, Linz and Salzburg, as well as gala performances of "Die Fledermaus" featured at Vienna's State Opera and Volksoper.

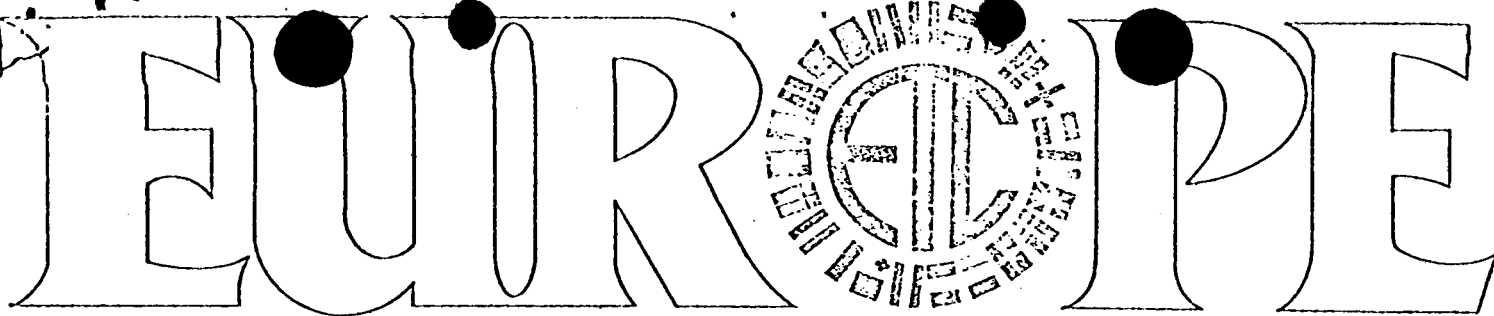
8-8-8-8

Europe's Fall Awakening

With all of the excitement generated by its diversified Autumn activities, it is no wonder that Europe looks to a new travel plateau in Fall and Winter sales this year. Such a surge in October through December volume will not only mean increased profits for the travel agent, but also indicates that the knowledgeable American tourist is aware that an off-season European vacation represents good value in today's economy.

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Special to Selling Travel

ETC'S 1979 STRATEGY

WILL ADDRESS CONSUMER CONCERN ABOUT COSTS

The European Travel Commission is addressing consumer concern about costs in its current campaign by stressing value and by suggesting that the new low air fares combined with packages of every description at every price level continue to make Europe affordable, according to ETC Chairman John Bertram, North American director, The Netherlands National Tourist Office. He said the theme of the 1979 campaign will continue to hammer away at the concept that Europe offers good value for money. The promotional strategy also has to develop the positive image of Europe's appeals, he added.

As the competition among the airlines heats up, more and more their advertising promotes their own image and says less about the destinations. This has the very dramatic effect of reducing by millions of dollars the promotional budgets spent on motivating the consumer to go to Europe. Thus, Mr. Bertram believes it falls more and more upon the European national tourist offices individually, and collectively through ETC, to intensify promotional efforts to motivate the consumer with the persuasive reasons to travel to Europe.

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Mr. Bertram outlined the objectives of the ETC's 1979 strategy as follows:

- (1) to position Europe more competitively in new markets with special emphasis on the new gateways
- (2) to hold the traditional markets which are the base that we must build upon to increase the volume of travel to Europe
- (3) to single out "soft" periods of the year which require special attention
- (4) to make travel agents more aware of the European products on offer, which is essential to increased sales.

In making strategy recommendations, ETC's marketing consultants, Donald N. Martin and Company of New York, have stressed the basic ETC "seed money" approach of maximizing impact on target markets by selecting media that provide for cooperative or parallel promotion with the commercial interests.

The ETC chairman noted that the Commission's Segmentation Research Study shows conclusively that the market for travel to Europe is "upscale" in terms of income, education and occupational status.

Given the vastness of the market and the limitations of the budget, it is necessary to concentrate the efforts in areas which generate the greatest volume of travelers to Europe or which have the greatest potential.

An important factor taken into account in drawing up the ETC marketing plans, Mr. Bertram explained, is the numerous new gateway cities which are now or soon will be providing direct service to Europe.

The ETC research confirms that travelers go to Europe largely in search of cultural goals--seeing and experiencing the historic and artistic treasures which Europe has developed over hundreds and thousands of years. However, in addition to a pleasant adventure into an ancestral past to which they are heir by ethnic and cultural ties,

a corollary theme must address itself to the expressed concerns of the potential North American traveler over the cost of a trip to Europe: The need to promise--and deliver--value for money. In a nutshell, Mr. Bertram said this summarizes our marketing "copy platform."

He said a two-pronged consumer promotional approach, in coordination with the industry, is planned:

I - Early Spring: A strong effort at the time prospective travelers are considering their 1979 vacation and beginning to make decisions--whatever time of the year they plan to go. This is essential because consumers are being bombarded on all sides with alternative destinations, both domestic and international.

II - A special drive to bolster the "soft periods" of the year:

- a) Late spring/early summer promotion to improve bookings in many cities from late July through August, which have been identified as "soft periods," i.e., times when facilities are being under-utilized.
- b) Early fall promotion of fall-through-spring travel, traditionally a "soft period," with special emphasis on October/November.

The market for travel to Europe is becoming more decentralized, especially since the authorization of new gateways. For this reason, some 30 target markets have been selected as prime targets for European promotion, taking into account their travel-generating potential and the need to provide Europe with high visibility in the various new gateways. ETC hopes to include for the first time, for example, areas growing in importance, such as Tampa/St. Petersburg and Atlanta in the South, Phoenix, Denver and Portland in the West.

Present plans call for a series of ETC-sponsored "Europe Comes to You" Supermarts for travel agents where they can "shop" for the travel products of all Europe under one roof in just a few hours. These Supermarts will form the centerpiece of ETC's trade promotion. They will be followed by consumer promotion in the same key markets aimed at driving the public into the travel agent's "store." Mr. Bertram emphasized that participation in both trade and consumer projects will be solicited from all the commercial interests with a stake in building a greater volume of trans-Atlantic travel.

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Special to: Travel Weekly

'LIVELY MONTHS' TRAVEL SUPERMARTS

The 23 national tourist organizations of the European Travel Commission, together with the commercial providers of the European travel product, have scheduled 3 trade shows for travel agents. ETC's U.S. Chairman John Bertram, director of The Netherlands National Tourist Office, said the Supermarts have been timed to meet the needs of travel agents for the latest sales information and facts about travel to Europe during the lively months of fall, winter and spring.

The 'Lively Months' Supermarts will bring together commercial suppliers of the European travel product with representation in the U.S., e.g., carriers, hotels, car hire firms, tour wholesalers and national tourist offices, under one roof so that travel agents can shop for travel products of all Europe in just a few hours. The trade shows will provide agents with sales information and promotional material that will help them increase their profits in selling Europe's "second season."

In each market, these trade shows will be followed up by intensive consumer advertising and promotion highlighting Europe's "Lively Months" attractions and the local travel agency as the place to book.

The trade shows will be open to all travel industry personnel from 4 p.m. to

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8 p.m. in each of the following locations:

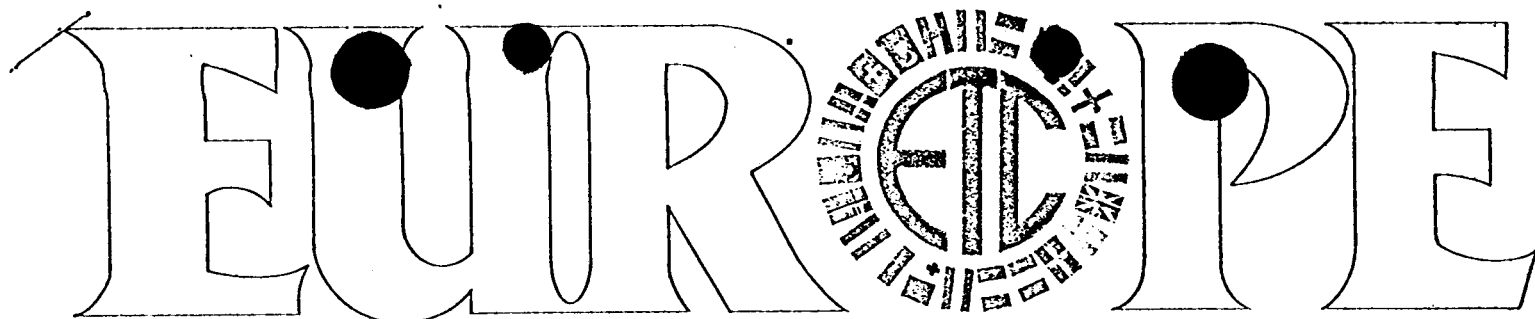
Thursday, September 14, 57 Park Plaza (Howard Johnson's) Boston

Monday, September 18, The Americana, New York

Thursday, September 21, The Pick Congress Hotel, Chicago

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Special to: Travel Weekly

ETC'S ANNUAL ALL-INDUSTRY CONFERENCE

SCHEDULED FOR NOVEMBER 14

European Travel Commission President Georges Hausemer of Luxembourg, ETC Research Chairman Leonard J. Lickorish of Great Britain, and ETC Executive Director Timothy J. O'Driscoll, will lead a large delegation of European travel industry executives to the Trans-Atlantic Travel Marketing Conference, Tuesday, November 14, at The Plaza Hotel in New York City.

John Bertram, ETC's U.S. chairman and North American director of The Netherlands National Tourist Office, said the conference will bring together some 300 decision makers from Europe and North America "for a hard-hitting discussion of common objectives and down-to-business presentations of the latest, most authoritative information and ideas useful in finalizing 1979 marketing plans."

He added, "In a marketplace confused by proliferating air fares, new gateways and volatile exchange rates, we are still 'Facing the Challenge of Change', as recognized in the theme of last fall's highly successful conference." Agenda items include some of the main factors influencing growth in trans-Atlantic travel,

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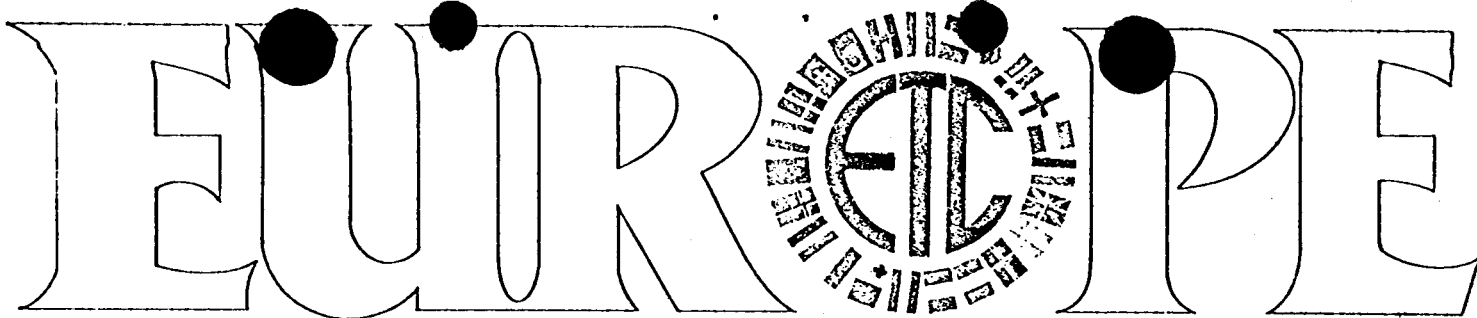
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notably, general economic and political situations, air transport policies, pricing, product and routes in travel destinations. All of these are matters of importance in planning for 1979.

The conference will begin at 9 a.m. and go through lunch. Application for registration should be made to the European Travel Commission, 488 Madison Avenue, New York, NY 10022, telephone (212) 688-8060.

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EUROPE PLANS FIRST 'SUPERMART'

FOR BOSTON AREA AGENTS

For the first time, the 23 countries of the European Travel Commission are planning to preview for travel agents of the Boston area vacation attractions of Europe's Second Season -- the "Lively Months" of fall, winter and spring. ETC's trade show -- "Europe Comes to You" -- is open to agents only and will take place from 4 to 8 p.m. on Thursday, September 14, at The 57 Park Plaza (Howard Johnson's), 200 Stuart Street, Boston.

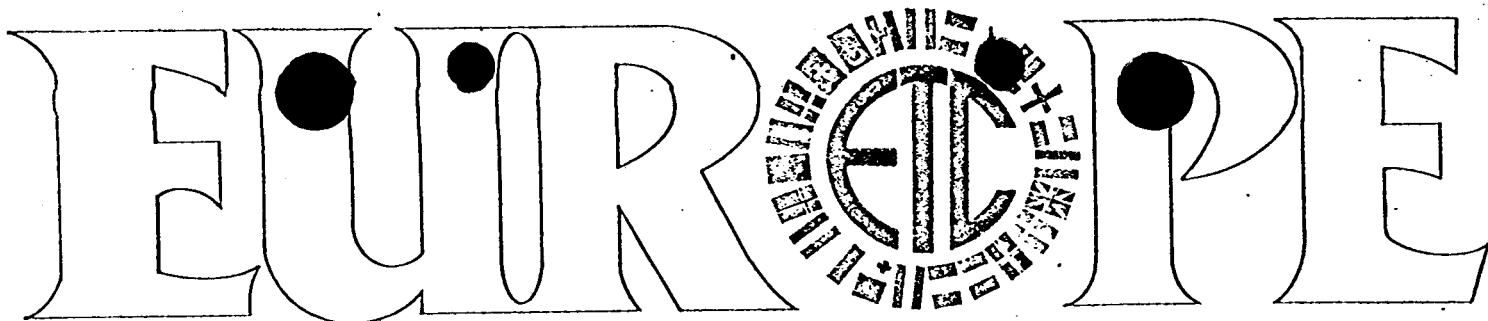
In announcing the "Lively Months Supermart," ETC's Chairman John Bertram of The Netherlands forecast that 1.7 million Americans will travel to Europe during the Second Season, which has steadily achieved popularity with American vacationers. "This is the time of year when the curtains are going up all over Europe, in theatres, opera houses and concert halls," Mr. Bertram said. He added that during this uncrowded period Europe's great attractions, from the Acropolis in Athens to the British Museum, are very much on view.

Some 60 commercial organizations which fashion European tours and special interest travel will join the European national tourist organizations in giving agents latest information and literature with which to service their clients.

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EUROPE PLANS FIRST 'SUPERMART'

FOR CHICAGO AREA AGENTS

For the first time, the 23 countries of the European Travel Commission are planning to preview for travel agents of the Chicago area vacation attractions of Europe's Second Season -- the "Lively Months" of fall, winter and spring. ETC's trade show -- "Europe Comes to You" -- is open to agents only and will take place from 4 to 8 p.m. on Thursday, September 21, at the Pick Congress Hotel, 620 South Michigan Avenue, Chicago.

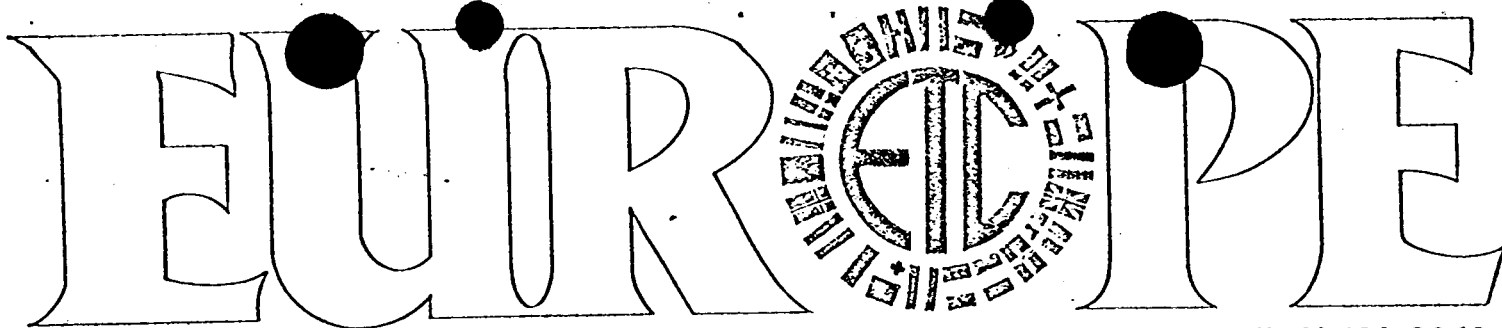
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For immediate release

ETC PROMOTES EUROPE'S 'LIVELY MONTHS'

WITH SUPERMARTS FOR TRAVEL AGENTS

A record number of highly professional travel agents turned out for the European Travel Commission's "Lively Months" Supermarts held in Boston at The 57 Park Plaza (Thursday, September 14) and in New York at the Americana (Monday, September 18), where agents were able to obtain the latest, up-to-the-minute information on European travel destinations.

The ETC is sponsoring a series of travel trade shows that are bringing together the European national tourist offices and commercial suppliers of the European travel product to promote Europe's Second Season, the "Lively Months" of autumn, winter and spring. All over Europe, the curtain is going up on new theatrical productions, the new concert and opera season, art exhibitions and other cultural attractions which market research has shown to be the principal motivators for U.S. travelers.

The Commission forecasts that more than 1.7 million Americans will travel to Europe during this second season, an increase of from 5 to 10 percent over the number of the previous fall-through-spring U.S. visitors to Europe.

The next Supermart in the current series will be held in Chicago today (Thursday, September 21) at the Pick-Congress Hotel, from 4 to 8 p.m.

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ETC 'LIVELY MONTHS' SUPERMARTS

By HAND:
ASTA TRAVEL NEWS (Copies)
LEADER

DRAW 1,500 AGENTS

The European Travel Commission today hailed the record participation of more than 1,500 travel agents at the Commission-sponsored Travel Supermarts promoting the products of Europe's Second Season, the "Lively Months" of fall, winter and spring. The current series of trade shows wound up Thursday (Sept. 21) in Chicago. Earlier Supermarts were held in New York and Boston.

"The business-like interest of so many agents indicates that the brisk booking of travel to Europe will continue through autumn, winter and spring," noted John G. Bertram, ETC's U.S. Chairman and North American Director of The Netherlands National Tourist Office. The Commission forecasts that American visitors to Europe October 1978 through April 1979 will top 1.7 million, an increase over the previous off-peak months of from 5 to 10%.

ETC is following up the preview of the "Lively Months" preview for travel agents with consumer promotion in newspapers and on radio.

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'EUROPE COMES TO YOU' TRAVEL SUPERMARTS '79

The 23 national tourist organizations of the European Travel Commission, together with the commercial providers of the European travel product, have scheduled 13 new 1979 "Europe Comes to You" Supermarts for travel agents. ETC's U.S. Chairman John Bertram, director of The Netherlands National Tourist Office, said the Supermarts have been timed to meet the needs of travel agents for the latest sales information and facts as determined by an ETC survey. The trade shows are scheduled to begin January 15 in Atlanta and wind up February 22 in Washington, D.C.

The objective of the Supermarts is to bring together commercial suppliers of the European travel product with representation in the U.S., e.g., carriers, hotels, car hire firms, tour wholesalers, and national tourist offices, under one roof so travel agents can shop for travel products of all Europe in just a few hours. Like this year's highly successful ETC-sponsored Supermarts, the 1979 trade shows will provide agents with sales information and promotional material that will help them increase their 1979 profits. The number of booths will be limited to maintain a balance between suppliers and travel agents.

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The trade shows will be open from 4 p.m. to 8 p.m. to travel industry personnel only in each of the following locations:

Monday, January 15	Sheraton Atlanta	Atlanta
Wednesday, January 17	Omni International Hotel	Miami
Thursday, January 18	Curtis Hixon Convention Center	Tampa
Monday, January 22	Hyatt Regency Houston	Houston
Thursday, January 25	The Fairmont Hotel	Dallas
Monday, January 29	Holiday Inn at the Embarcadero	San Diego
Wednesday, January 31	The Inn at the Park	Anaheim
Thursday, February 1	The Beverly Wilshire Hotel	Los Angeles
Monday, February 5	Sheraton Palace Hotel	San Francisco
Tuesday, February 6	The Olympic Hotel	Seattle
Thursday, February 8	Regency Hotel	Denver
Tuesday, February 13	Hyatt Regency Dearborn	Detroit
Thursday, February 15	Stouffer's Inn on the Square	Cleveland
Thursday, February 22	Sheraton Park Hotel	Washington, D.C.

For further information regarding the trade shows, please contact
Hans Friis-Jacobsen, Donald N. Martin and Co. Trade Show Division.,
488 Madison Avenue, New York, New York, 10022. Telephone (212) 688-8060

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Special to Travel Trade

ETC FORECASTS A BUMPER CROP OF SALES DURING "EUROPE'S LIVELY MONTHS"

By John G. Bertram
U.S. Chairman
European Travel Commission

The European Travel Commission is forecasting a bumper crop of "second season" visitors to Europe in 1979, which could mean hefty profit yields for sales-motivated travel agents. Europe's travel products are more abundant than ever and, judging from the impressive lineup of fall-through-spring tour listings, the upcoming "Lively Months" offer plenty of sales opportunities.

Increasing numbers of both first-time and seasoned American visitors are finding Europe's second season to be a prime time for experiencing the Europeans' Europe. During the uncrowded "Lively Months" of autumn, winter and spring, the great cities of Western Europe are really ready for business and pleasure travelers alike, offering trade shows and international exhibitions; rolling out their cultural carpets with gala opening nights at theater, opera and ballet; warming up with winter sports activities; attracting congenial crowds at cozy beer gardens, pubs and cafés; and sponsoring rural folk festivals and

more --

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ETC Forecasts...
2-2-2-2

traditional harvest celebrations. This varied panorama of historic, cultural and heritage attractions comprises the principal motivators of travel to Europe as shown by ETC's market research. And the many "Lively Months" tours now available provide agents with exciting travel merchandise packaged for ease of purchase and ease of sale.

Statistics confirm that off-peak trans-Atlantic travel is continuing on the upswing. Approximately 1.5 million U.S. citizens visited Europe between October and April of 1978, a jump of almost 120,000 visitors over the previous year. Moreover, the ETC forecasts that October 1978 through April 1979 volume will surge toward the 2 million mark, about half the total volume of annual U.S. travel to Europe.

Trans-Atlantic Marketing Conference

Looking ahead to selling travel to Europe next year, the Commission is calling a special Trans-Atlantic Travel Marketing Conference, which will be held at the Plaza Hotel in New York City on Tuesday, November 14, 1978. ETC recognizes the rapid changes in the industry and consumer attitudes. This meeting will be devoted to hard-hitting sessions seeking answers that will satisfy both the consumers and the trade. The conference will be featured by presentations of new trends by top European and American executives in the trans-Atlantic travel industry, as well as key U.S.-based tour operators and travel agents. The objective is to blueprint a strategy for a continued market growth which will benefit agents, suppliers and, last but not least, the travelers.

1979 European Supermarts

Travel agents over the past two years have flocked in record-breaking numbers to the ETC-sponsored "Europe Comes to You" Travel Supermarts. For this reason a new series of these unique, business-oriented trade shows has been planned to preview for agents the 1979 European travel product. The ETC Supermarts will bring

ETC Forecasts...
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travel agents together with representatives of the ETC-member national tourist offices, air carriers, tour operators, hoteliers, car rental firms and other commercial industry suppliers. In face-to-face sessions, agents can obtain the latest sales facts, prices, guides, brochures and other pertinent information useful in selling the European destination.

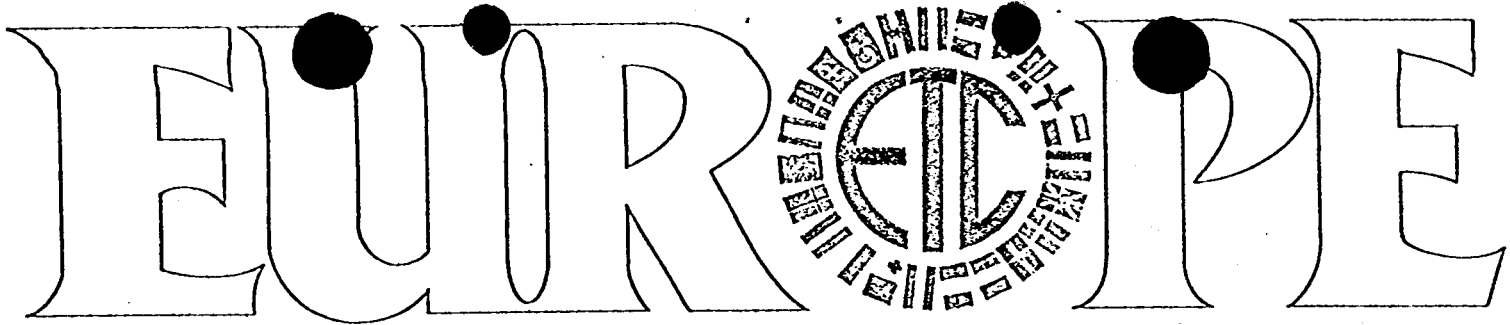
The advantage of "shopping for the travel products of all Europe under one roof in just one evening" has evoked enthusiastic responses from participating travel agents like Jan Murray of Ask Mr. Foster, Orange, Calif.: "A tremendous opportunity to meet with the representatives of tour wholesalers and tourist offices as well as update our files with current information"; and Bernice Harwood of Delano Travel Service, Delano, Calif.: "Found it most helpful to have so many destinations under one roof at the same time. Made it easier to talk to the ones I needed to get information on."

Exhibitors include blue-chip industry leaders who agree with Otto Meyers of Caravan Tours, Chicago, that "Excellent attendance provides an opportunity to talk to many agents that might not have been contacted personally otherwise."

The upcoming schedule of Supermart locations includes: Atlanta (Jan. 15); Miami (Jan. 17); Tampa (Jan. 18); Houston (Jan. 22); Dallas (Jan. 25); San Diego (Jan. 29); Anaheim (Jan. 31); Los Angeles (Feb. 1); San Francisco (Feb. 5); Seattle (Feb. 6); Denver (Feb. 8); Detroit (Feb. 13); Cleveland (Feb. 15); ^{WASHINGTON, D.C. (Feb. 16)} Applications to participate in the Supermarts and the Trans-Atlantic Travel Marketing Conference should be addressed to Hans Friis-Jacobsen, director, trade relations, Donald N. Martin and Company, 488 Madison Avenue, New York, N.Y. 10022 (212/688-8060).

As a follow-up to the Supermarts, ETC in each market will spearhead an advertising and publicity campaign aimed at steering consumers into the travel agencies to make their bookings.

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From: Donald N. Martin and Company
488 Madison Avenue
New York, New York 10022
Phone -- (212) 688-8060

To: ASTA CONVENTION DAILY

EUROPEANS AT ASTA TO DISCUSS PRODUCT FOR
U.S. MARKET AT ETC'S MONDAY BREAKFAST

The European Travel Commission is hosting a working breakfast for European delegates to the ASTA Convention on Monday, October 16, at 7:45 a.m. in the "El Numero Uno" roof-top restaurant of the Plaza International Hotel (Hyatt Regency).

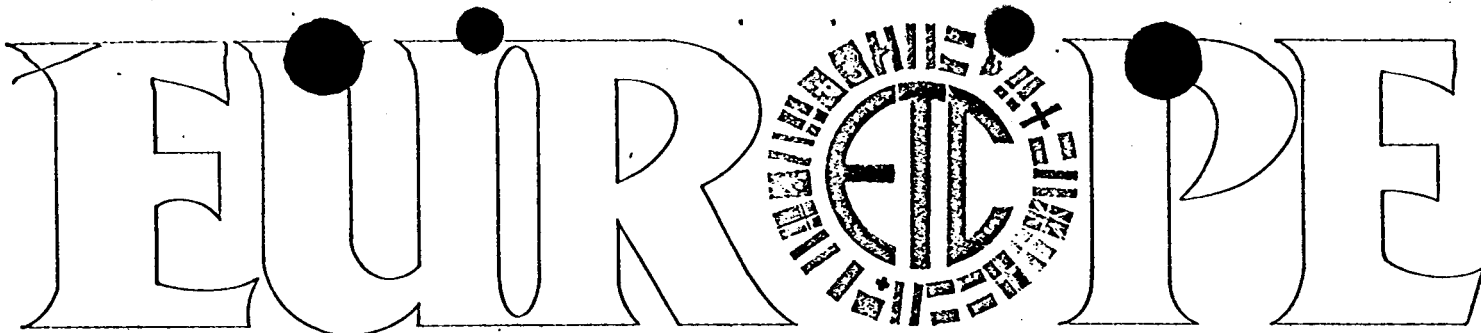
The meeting is expected to draw more than 200 European travel marketers -- tour operators, hoteliers, air carrier representatives and national tourist office personnel -- who have a common interest in selling more travel to Europe and increasing their American sales markets.

Discussing the ETC's current role and objectives in promoting the European travel destination will be Dr. Timothy J. O'Driscoll, executive director of the 23-nation Commission. Dr. O'Driscoll was among the first three tourism leaders elected to ASTA's Travel Hall of Fame in 1972.

ETC's U.S. Chairman John G. Bertram, director, Netherlands National Tourist Office, will lead a discussion on the question of whether or not the European travel product meets the current needs of the U.S. market. Don Martin of Donald N. Martin and Company, marketing agency for ETC, will preview ETC's strategy and promotional program for 1979.

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European Travel Commission • 488 Madison Avenue, New York, N. Y. 10022 • (212) 688-8060

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488 Madison Avenue
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ETC ANNOUNCES ALL-INDUSTRY
MARKETING CONFERENCE; FINDINGS
OF NEW RESEARCH STUDY TO BE PRESENTED

European Travel Commission Chairman Georges Hausemer of Luxembourg, ETC Research Chairman Leonard J. Lickorish of Great Britain, and ETC Executive Director Timothy J. O'Driscoll, will lead a large delegation of European travel industry executives to the Trans-Atlantic Travel Marketing Conference, Tuesday, November 14, at The Plaza Hotel in New York City. Theme of the session is "Responding to the Impact of Change -- Issues and Answers."

John Bertram, ETC's U.S. chairman and North American director of The Netherlands National Tourist Office, said the conference will bring together some 300 decision makers from Europe and North America "for a hard-hitting discussion of common objectives and down-to-business presentations of the latest, most authoritative information and ideas useful in finalizing 1979 marketing plans."

He announced that ETC now has researchers in the field gathering data for a major new study of consumer attitudes and concerns vital to planning travel marketing

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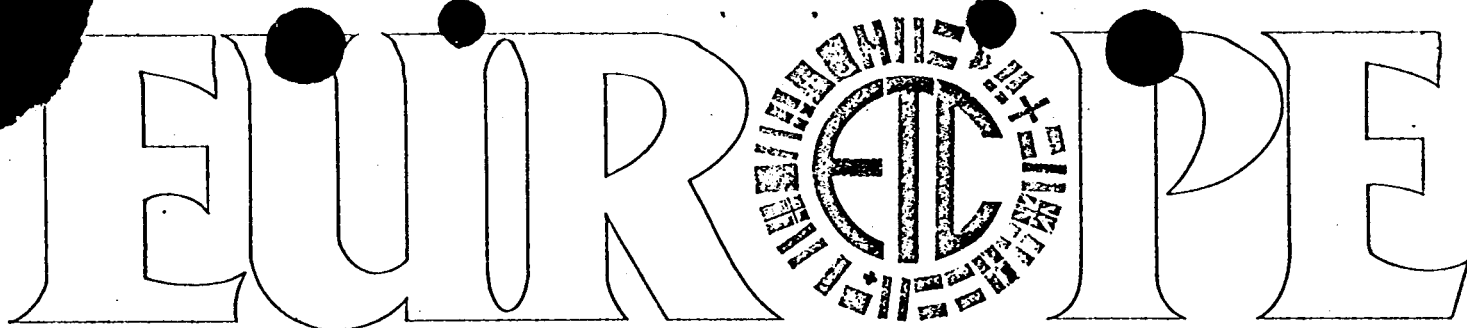
strategy for 1979. The findings will be presented at the conference.

"In a marketplace confused by proliferating air fares, new gateways and volatile exchange rates, everyone involved in marketing travel to Europe must pull together to assure next year's success," Mr. Bertram urged. Agenda items include some of the principal factors influencing growth in trans-Atlantic travel, notably, the general economic and political situation, air transport policies, pricing, product and vogues in travel destinations.

The conference will begin at 9 a.m. and continue through lunch. Application for registration should be made to the European Travel Commission, 488 Madison Avenue, New York, NY 10022, telephone (212) 688-8060. .

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FINDINGS OF NEW RESEARCH STUDY

WILL BE PRESENTED AT ETC'S

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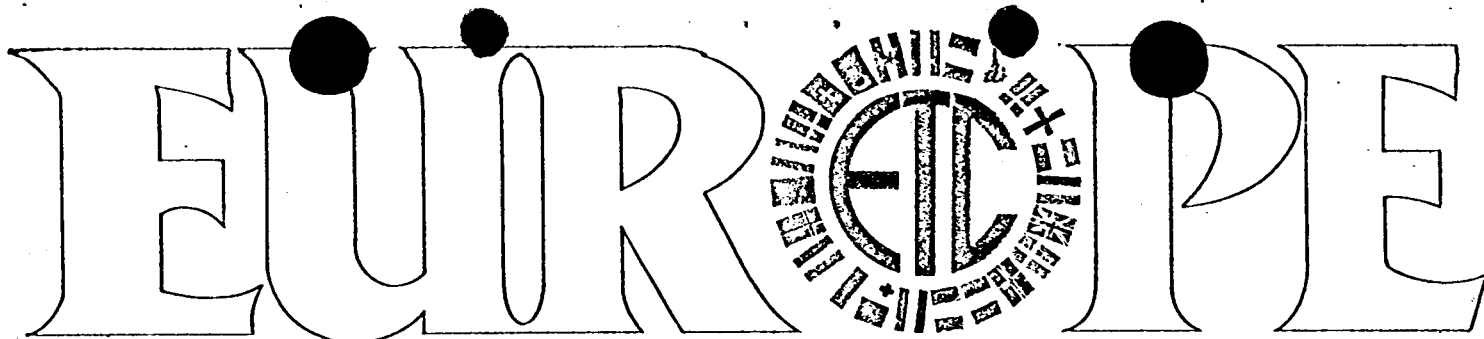
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ETC SURVEYS CONSUMER ATTITUDES
FOR PRESENTATION AT MARKETING
CONFERENCE ON 'IMPACT OF CHANGE'

The 23-nation European Travel Commission is currently conducting a nationwide research study in the U.S. market to measure current consumer attitudes and concerns relating to travel to Europe, it was announced by John G. Bertram, ETC's U.S. Chairman.

The findings will be presented at the ETC's Trans-Atlantic Travel Marketing Conference Tuesday, November 14, at The Plaza Hotel in New York City. Co-sponsors of the research are American Express, British Airways and Newsweek Magazine.

"The survey is expected to yield data vital to travel executives and their advertising agencies in finalizing marketing strategy for 1979," Mr. Bertram said.

"The conference will consider issues affecting every segment of the travel industry," Mr. Bertram commented. "Fast-breaking developments make imperative an industry-wide gathering for the discussion of common problems and opportunities," he added.

Theme of the meeting is "Responding to the Impact of Change -- Issues and Answers."

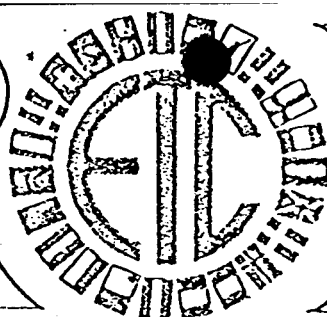
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EUROPEAN TRAVEL COMMISSION MEMBER COUNTRIES:
AUSTRIA • BELGIUM • CYPRUS • DENMARK • FINLAND • FRANCE • GERMANY • GREAT BRITAIN • GREECE • ICELAND • IRELAND • ITALY • LUXEMBOURG • MALTA
MONACO • NETHERLANDS • NORWAY • PORTUGAL • SPAIN • SWEDEN • SWITZERLAND • TURKEY • YUGOSLAVIA

EUROPE



Major Events in Europe

SEPTEMBER THROUGH DECEMBER 1978

SEPTEMBER

- to 4 Kilkenny Arts Week. Concerts, recitals, poetry readings and exhibitions in this medieval city. Ireland.
- to 5 Theater and music in ancient Roman amphitheatre of Aspendos. Antalya, Turkey.
- to 7 International Music Festival. Lucerne, Switzerland.
- to 9 Edinburgh International Festival of the Arts. Opera, concerts, theatre, poetry, exhibitions, dance, mime, military tattoo at night in the castle grounds.
- to 10 "Schueberfo'er," annual amusement fair dating to 1340. Luxembourg City.
- to 11 Exhibition of drawings and engravings of Albrecht Durer. Paris Centre Cultural du Marais.
- to mid
month Traditional Alkmaar Cheese Market, with porters in historic guild uniforms and demonstrations of old crafts. Fridays only, 10 a.m. to noon. The Netherlands.
- to mid
month Historical Country Cheese Market. Market Square, Gouda, The Netherlands.
- to mid
month Drottningholm Court Theatre. 18th century opera performed several times a week in Europe's oldest rococo theatre which is still used with its original decorative paintings and stage mechanism. Stockholm.
- to 20 International Fair. Commercial exhibits, art exhibitions, ballet, drama. Izmir, Turkey.
- to 23 Festival Estival de Paris. Concerts, exhibitions, musical competitions, jazz, dance, theater. Performances in Ste. Chappelle, Notre-Dame, Eiffel Tower and various other historical buildings.
- to 26 Trout fishing in lakes. Throughout Iceland.

More---

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MONACO • NETHERLANDS • NORWAY • PORTUGAL • SPAIN • SWEDEN • SWITZERLAND • TURKEY • YUGOSLAVIA

SEPTEMBER (continued)

- thru Sound and Light performances and Greek folk dancing in the Old Fortress.
Corfu, Greece.
- thru Dora Stratou Greek Folk Dancing on Philopappou Hill. Athens.
- thru Bled Events. Various folklore and sports events, concerts of serious and
light music. Yugoslavia.
- thru Operetta Festival. Performances in Baden, Lower Austria; Bad Ischl, Upper
Austria; Moerbisch, Burgenland.
- thru Athens Festival. Classical plays, concerts, ballet, opera at ancient
Herod Atticus Theatre.
- thru Opatija Summer Festival. Opera, music, ballet, folklore and fashion shows.
Yugoslavia.
- thru Daphni Wine Festival. Folk dancing, traditional bouzouki music, wine-tasting
daily. Greece
- thru Epidaurus Festival. Ancient Greek drama performed by National Theater of
Greece and Northern Greece State Theater in amphitheatre (weekends only).
Greece.
- to Oct.7 33rd Music Festival. Montreux-Vevey, Switzerland.
- to Oct.13 Festival of Flanders. Theme: Panorama of the Latin World. Internationally-
known soloists, ballet companies and orchestras will perform. Bruges and
other Flemish cities, Belgium.
- thru Oct. Sound and Light performances at the Acropolis. Athens.
- thru Dec. Bicentennial Season at LaScala Opera House. Opera, concerts, ballet. Milan.
- thru Dec. Royal Shakespeare Festival of Plays. Top flight actors perform in the bard's
hometown. Stratford-upon-Avon.
- thru Fall Festival of Wallonia. Musical performances, ballet and theatre. Belgium.
- 2 Floral Parade. Holland's equivalent of Pasadena's Tournament of Roses
Parade. Aalsmeer to Amsterdam and return.
- 2-11 Aarhus Festival Week. The Old Town Open-Air Museum is brought to life with
opera, symphony concerts, art exhibitions, ballet. Denmark.
- 3-Oct.1 Bruckner Festival, dedicated to music of Anton Bruckner. Linz, Upper Austria.
- 6-10 Jerez Wine Harvest Festival. Blessing of the grapes and first wine; cavalcade
flamenco festival, contests, livestock exhibitions, bullfights. Jerez de la
Frontera, Spain.
- 9-10 Grape and Wine Festival. Fireworks along the Moselle, folklore parades,
concerts, dancing. Grevenmacher, Luxembourg.

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SEPTEMBER (continued)

- 9-12 and
15-18 Wine and Sausage Festival, with fun fair, folk festival and traditional market. Bad Durkheim, Germany.
- 16-Oct.1 International Festival of Light Opera. Amateur companies from various countries. Waterford, Ireland.
- 2nd
fortnight Limassol Wine Festival. Free wine, folk dancing, singing. Cyprus.
- 16-Oct.1 Oktoberfest. World-famous beer festival. Munich.
- 19-26 Rioja Wine Harvest Festival. Blessing of the first wine, a battle of flowers, a song festival, traditional Feasts of St. Matthew, bullfights and other sporting events. Logrono, Spain.
- 21-Oct.7 Berlin Festival. Theatre, opera, ballet.

OCTOBER

- 1st week Salon de l'Automobile. Paris.
- 2-14 Dublin Theatre Festival. New plays by Irish authors and a selection of outstanding international drama.
- 12-13 Second Annual Pilgrimage to Shrine of Fatima. Marks the day that 3 shepherd children had their first vision of Our Lady. Portugal.
- 18-23 Frankfurt Book Fair. Most important book fair in Europe.
- 18-29 Wexford Festival Opera. Program consists of works which are outside the normal repertoires of most opera companies. World-renowned singers, Wexford Festival Chorus, ballet, symphony orchestra. Ireland.
- 19-Nov.8 Old Art and Antique Trade Fair. Prinsenhof Museum. Delft, The Netherlands.

NOVEMBER

- during Salon International de l'Alimentation. International food products exhibition. Paris.
- 10-13 Fair of St. Martin. Displays of horsemanship, folk dancing and fireworks. Golega, Portugal.
- 11-19 International Boat Show. Bella Center, Copenhagen.
- end to
beginning
Dec. Skansen Christmas Fair. Traditional handicrafts, food, decorations. Stockholm.

more---

DECEMBER

- during 5th International Circus Festival of Monte-Carlo. Fontvieille Monaco.
- 1-24 Christkindlmarkt. Markets featuring Christmas ornaments, foods, etc.
Nuremberg; also Berlin (Dec. 2-17), Munich (Dec. 2-24).
- 13 St. Lucia's Day. Colorful Lucia processions of the Queen of Light.
Throughout Sweden.
- 14-17 Mevlana Festival. Ritual performances of Whirling Dervishes; special
exhibitions of Seljuk art. Konya, Turkey.
- mid Gouda by Candlelight. Town Hall and candlelit market square, church
choirs, carillon concert, lighting of huge Norwegian Christmas tree.
Gouda, The Netherlands.

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